



Content with Consistency

Proven posting strategies, with examples and AI prompts to help you easily build consistency.

A guide to various posting cadence types designed to address specific engagement goals, alongside practical AI prompts to save you time and effort

Foundational principles of a post cadence

Building a consistently engaged community isn't just about throwing content at the wall and seeing what sticks. It's about offering value. Here are the pillars of an effective posting cadence:

Consistency is King

Predictable content builds member habits and expectations. When members know when and what to expect, they're more likely to return and engage, fostering a sense of reliability and rhythm in your community.

Efficiency for Staff

An effective cadence should be "easy to put together as staff." This means leveraging templates, repurposing existing content, and optimizing workflows to minimize the burden on your team, making consistency sustainable.

Engagement First

Content isn't just for consumption; it's for interaction. Craft posts that spark discussion, encourage participation, and invite members to contribute their own thoughts and experiences. Think conversations, not broadcasts.

Value-Driven Always

Every post must offer tangible benefit to your members. Whether it's information, connection, entertainment, problem-solving, or recognition, ensure your content provides clear value that resonates with your audience's needs and interests.

10 Cadences with AI prompts

Proven cadences, with examples and AI prompts that help you automatically create cadences.

Weekly

Updates/News "Best Of" Collections Tip of the day

Themed Discussions

Member Spotlight

Q&A Session

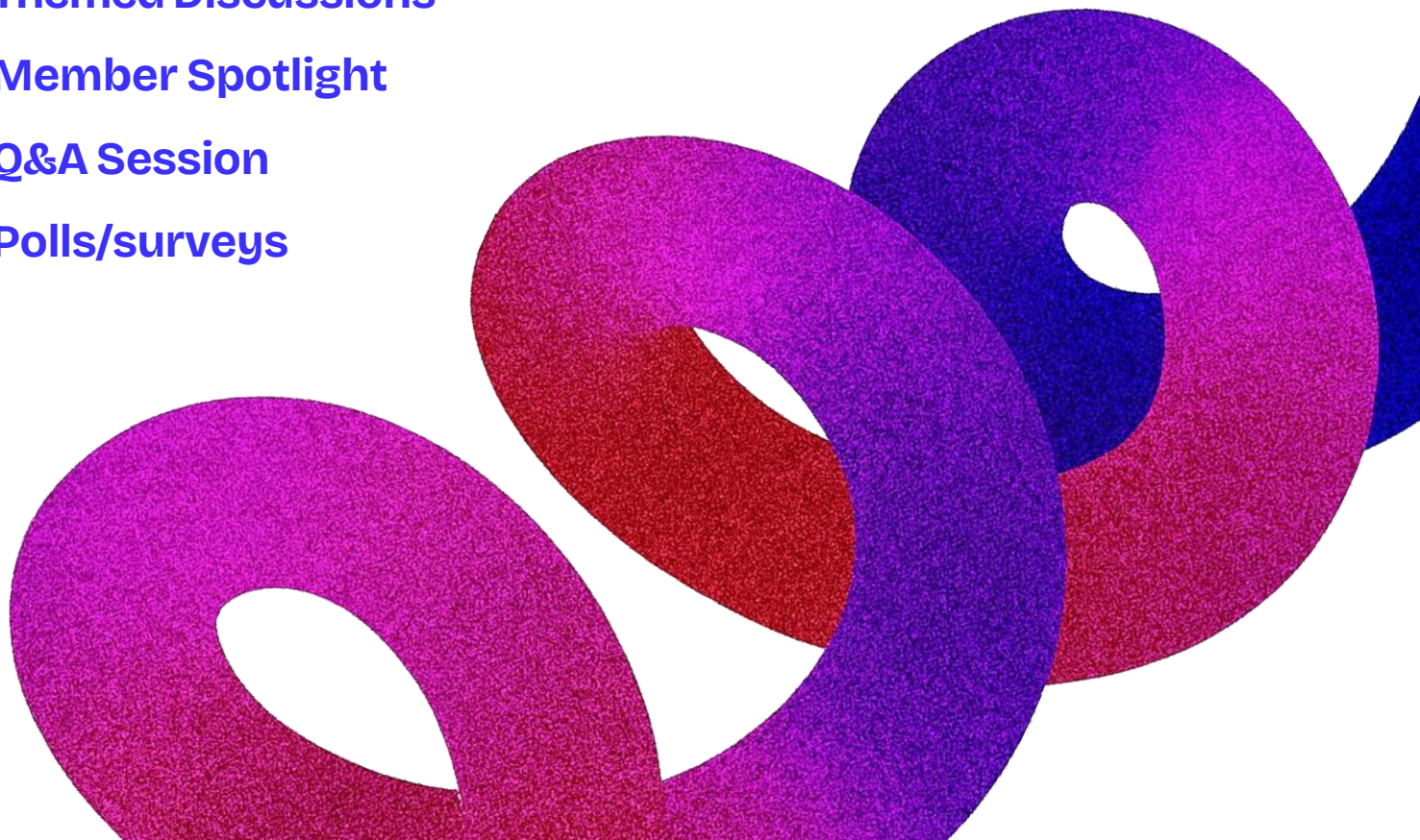
Polls/surveys

Did you know?

Resource

roundups

Challenges



1. Weekly updates

Copy Prompt

Draft a concise weekly community update for a [Community Type] covering [list topics]. Ensure it encourages comments on the new features.

Send concise weekly summaries of platform changes, community milestones, relevant industry news, and upcoming events. This keeps members informed, fosters a sense of progression, and builds anticipation.

Curate from existing sources like industry newsletters or content your organization publishes. Use a consistent template for structure.

The Reddit "community highlights" acts as a weekly digest for specific subreddits, summarizing top posts and new rules.



2. Member spotlight

Copy Prompt

Draft a 'Member Spotlight' post introducing a community member who has achieved something notable. Include a brief bio, 2-3 insightful quotes about their journey/passion

Highlighting individual members' achievements, unique stories, or contributions to the community. This creates a strong sense of belonging, inspires others, and humanizes the community by showcasing its diverse members.

The Professional Photographers of America feature "Member Spotlights" on their website and in newsletters, showcasing members' professional journeys



3. "Feedback Friday"

Copy Prompt

Draft a 'Feedback Friday' post for a [Community Type]. Encourage members to share their suggestions, constructive criticism, or ideas for improving the community

Make your members feel heard, and engage them by actually implementing their feedback. Allocate a dedicated time or space for members to provide feedback, suggestions, or ask general questions.

Some associations create a recurring thread or dedicated channel for feedback and ensure timely responses to feedback. Every feedback is responded to.



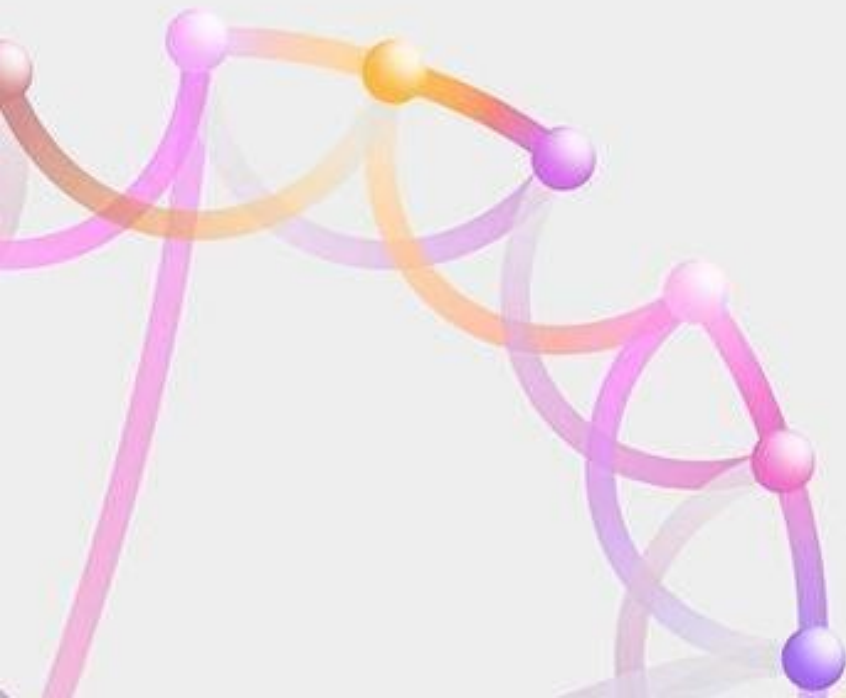
4. Q&A sessions

Copy Prompt

Generate an announcement post for an upcoming AMA session with [Person] in a [Community] Emphasize their expertise.

Create regular opportunities for experts (staff, external, or even experienced members) to answer member questions live or asynchronously. This provides direct value, builds trust, and positions experts as accessible.

Reddit's "Ask Me Anything" (AMA) sessions are the quintessential example, hosting everyone from celebrities to scientists. Stack Exchange communities host AMAs with their leadership or industry experts.



5. Tip of the day/week

Copy Prompt

Generate a Tip of the Day for [Community]. The tip should be about [specific topic] and include a practical action step. Keep it concise, inspiring, and ask members to share their own related tips."

Give short, actionable advice related to the community's niche, platform usage, or a relevant skill. This provides continuous learning, positions staff or key members as experts, and offers quick wins for members.

Association Tip of the Week: Add your certifications to your member profile to boost visibility in the directory.



6. Polls & surveys

Copy Prompt

Create 3-4 poll questions for a [Community] to gauge member preferences or opinions on [topic]. Include a brief intro encouraging participation.

This is a quick ways to gauge opinions, gather feedback, and initiate light hearted interaction. It drives immediate engagement, provides valuable insights for community improvement, and makes members feel heard.

A professional association might poll members on “Which topic should we feature in our next webinar?” or “What’s the biggest challenge you’re facing in your field right now?”

LPGA runs weekly quizzes on the rules of golf, in the process educating its members and sparking discussions around controversial decisions.

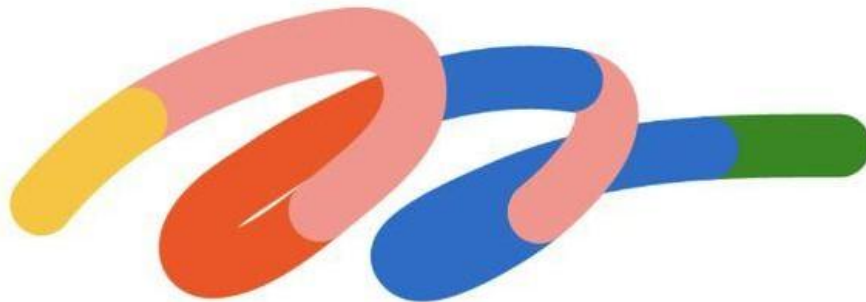
7. Themed discussions

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Propose 3-5 engaging themed discussion prompts for a [Community] to encourage members to share their opinions. Include a thought-provoking question to spark debate.

Initiate open-ended questions, polls, or challenges designed to spark debate or sharing around a specific topic. This directly drives interaction, gathers member insights, and breaks the ice for new members.

For example, a scientific association might host a weekly "Research Spotlight" where members discuss recent studies, share insights from their own work, or highlight emerging trends in their field.



8. Resource roundups

Copy Prompt

Draft a 'Weekly Market Resource Roundup' post for a [Community]. Curate 3-5 recent articles, tools, or news items related to [theme]. Provide a brief, engaging summary for each.

Share lists of external articles, tools, research, or events relevant to your community. This provides value and establishes the community as a hub of information, and saves members time by curating quality content.

The Aspen Institute regularly publishes "Resource Roundups" on specific themes like policy or education, compiling relevant articles and reports.



9. Did you know?

Copy Prompt

Generate 3 'Did You Know?' factoids for a [Community] about [topic]. Each factoid should be short, intriguing, and prompt a follow-up question for discussion

Share interesting or surprising facts, statistics, or lesser-known information related to the community's niche. This educates members, sparks curiosity, and provides quick, digestible content for passive engagement.

A science enthusiasts' forum might share a daily "Science Fact" about a recent discovery.



10. Challenges

Copy Prompt

Propose a fun and engaging challenge for a [Community]. Describe the challenge, its objective, and what members should share

Engage members with a task, competition, or creative prompt that encourages active participation. This boosts activity, fosters creativity and skill development, and creates excitement and friendly competition.

A digital artists' community might host a "Weekly Drawing Challenge" based on a theme. The winner gets a certain prize, or recognition within the community.



THE ROI

An engaging, well-managed online community is a powerful asset that delivers tangible returns.

New Members

A visible, vibrant community spreads virally through word of mouth

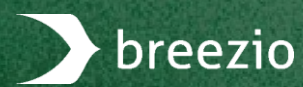
New Revenue

Offer premium services or serve ads to create additional revenue streams

Renewals

Engaged members are more likely to stay on because they get real value from their membership





**Powering engaged
communities since 2014**

Let's Talk